



WEWS

ORDER

Flight Dates **10/18/12-10/21/12**

Contract / Revision **314933 /** Product **CAMPAIGN HD-7**
Original Date / Revision Agency Com 15%
 10/19/12 10/19/12 Billing Contact
Advertiser **Ohio House Republican Org**
 7720 Benson Road
 Carroll, OH 43112
Agency **Midwest Communications &**
Buying Contact
49 S Grant Avenue
Columbus, OH 43125
Sales Office WEWSL
Sales Region LOC
Agency Ref

Order Sep 00:20:00
Estimate #
Alt Order #
Billing Type Cash
Order Type GENERAL
Billing Cycle EOM/EOC
Billing Calendar BROADCAST
Demographic A25-54
Rev Codes POL POL CAND
Product Codes PL
Priority P-1
Advertiser Ref

Primary Account Executive
 Bill Young

| Account Executive | Order% | Start Date | End Date |
|-------------------|--------|------------|----------|
| Bill Young | 100% | | |

Order Share 100% Market Value 45025

| Competing Station | % of Order | Amount |
|-------------------|------------|--------|
| CABLE | % | 0 |
| UNKWN | % | 0 |
| WBNX | % | 0 |
| WDLI | % | 0 |
| WEAO | % | 0 |
| WGGN | % | 0 |
| WJW | % | 0 |
| WKYC | % | 0 |
| WMFD | % | 0 |
| WOAC | % | 0 |
| WOIO | % | 0 |
| WQHS | % | 0 |
| WUAB | % | 0 |
| WVIZ | % | 0 |
| WVPX | % | 0 |

Order Totals

Billing Plan

| Month | # of Spots | Net Amount | Gross Amount | Rating | Start Date | End Date | # Spots | Net Amount | Gross Amount |
|---------------|------------|--------------------|--------------------|-------------|------------|----------|---------|-------------|--------------|
| October 2012 | 39 | \$38,271.25 | \$45,025.00 | 0.00 | 10/01/12 | 10/21/12 | 39 | \$38,271.25 | \$45,025.00 |
| Totals | 39 | \$38,271.25 | \$45,025.00 | 0.00 | | | | | |

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Totals | |
|-------|------|-------------------|-----------------|--|-------|----------------|---------|-----|-------------------|-------------|-----|---------------|------|--------|------------|
| | | | | | | | | | | | | | | Spots | Amount |
| E 1 | WEWS | 10/18/12 | 10/21/12 | M-SU 11-1135P Late News M-SU 11-1135P Late News | CM | 11-1135p | ---TFSS | :30 | 3 | \$2,400.00 | P-2 | 0.00 | NM | 3 | \$7,200.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/15/12 | 10/21/12 | ---TFSS | | | | | 3 | \$2,400.00 | | 0.00 | | | |
| E 2 | WEWS | 10/18/12 | 10/21/12 | M-F GMC 5-6a M-F GMC 5-6a | CM | 5-6a | ---TF-- | :30 | 2 | \$650.00 | P-2 | 0.00 | NM | 2 | \$1,300.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |



WEWS

Print Date: 10/22/12

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Contract / Revision 314933 Flight Dates 10/18/12-10/21/12

Hiatus Dates

Original Date / Revision 10/19/12/ 10/19/12

Order Sep 00:20:00

Advertiser Ohio House Republican Or Product CAMPAIGN HD-7

Estimate #

| | | | | | | | | | | | | | Totals | |
|-------|------|---------------------------|-----------------|-------------------------------------|--------------------|-----------------------|-----------------|---------------|-------------------------|------------|-------------|----------|--------|------------|
| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg Type | Spots | Amount |
| E 2 | WEWS | 10/18/12 | 10/21/12 | M-F GMC 5-6a M-F GMC 5-6a | CM | 5-6a | ---TF-- | :30 | 2 | \$650.00 | P-2 | 0.00 NM | 2 | \$1,300.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | |
| Week: | | 10/15/12 | 10/21/12 | ---TF-- | 2 | | \$650.00 | | 0.00 | | | | | |
| E 3 | WEWS | 10/18/12 | 10/21/12 | M-F GMA 7-9a M-F GMA 7-9a | CM | 7-9a | ---TF-- | :30 | 4 | \$950.00 | P-1 | 0.00 NM | 4 | \$3,800.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | |
| Week: | | 10/15/12 | 10/21/12 | ---TF-- | 4 | | \$950.00 | | 0.00 | | | | | |
| E 4 | WEWS | 10/18/12 | 10/21/12 | M-F 9-10a Kelly | CM | Kelly | ---TF-- | :30 | 2 | \$650.00 | P-2 | 0.00 NM | 2 | \$1,300.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | |
| Week: | | 10/15/12 | 10/21/12 | ---TF-- | 2 | | \$650.00 | | 0.00 | | | | | |
| E 5 | WEWS | 10/18/12 | 10/21/12 | M-F 10-11a Dr Oz | CM | Dr Oz | ---TF-- | :30 | 2 | \$650.00 | P-2 | 0.00 NM | 2 | \$1,300.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | |
| Week: | | 10/15/12 | 10/21/12 | ---TF-- | 2 | | \$650.00 | | 0.00 | | | | | |
| E 6 | WEWS | 10/18/12 | 10/21/12 | M-F 11-12p The View | CM | The View | ---TF-- | :30 | 2 | \$1,200.00 | P-2 | 0.00 NM | 2 | \$2,400.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | |
| Week: | | 10/15/12 | 10/21/12 | ---TF-- | 2 | | \$1,200.00 | | 0.00 | | | | | |
| E 7 | WEWS | 10/18/12 | 10/21/12 | M-F 12-1230pm News 12-1230p News | CM | 12-1p | ---TF-- | :30 | 2 | \$1,000.00 | P-2 | 0.00 NM | 2 | \$2,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | |
| Week: | | 10/15/12 | 10/21/12 | ---TF-- | 2 | | \$1,000.00 | | 0.00 | | | | | |
| E 8 | WEWS | 10/18/12 | 10/21/12 | M-F 2-3p 2-3pm General Hospital | CM | 2-3p | ---TF-- | :30 | 1 | \$1,000.00 | P-2 | 0.00 NM | 1 | \$1,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | |
| Week: | | 10/15/12 | 10/21/12 | ---TF-- | 1 | | \$1,000.00 | | 0.00 | | | | | |
| | | <u>Spot</u> | <u>Ch</u> | <u>Date Range</u> | <u>Description</u> | <u>Start/End Time</u> | <u>Weekdays</u> | <u>Length</u> | <u>Rate</u> | <u>Rtg</u> | <u>Type</u> | | | |
| | | 2 | WEWS | 10/15/12-10/21/12 | M-F 2-3p | 2-3p | ---ThF---- | :30 | (\$1,000.00) | 0.00 | NM | | | |
| | | See MG 8.3 [no avails] | | | | | | | | | | | | |
| | | 3 | WEWS | 10/15/12-10/21/12 | M-F 3-4P Katie | 3-4p | MTWThF---- | :30 | \$1,000.00 | 0.00 | NM | | | |
| | | Ⓜ MG for 8.2 10/19 | | | | | | | | | | | | |
| E 9 | WEWS | 10/18/12 | 10/21/12 | M-F 4-5p Dr. OZ M-F 4-5p Dr. Oz | CM | 4-5p | ---TF-- | :30 | 2 | \$1,000.00 | P-2 | 0.00 NM | 2 | \$1,800.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | |
| Week: | | 10/15/12 | 10/21/12 | ---TF-- | 2 | | \$1,000.00 | | 0.00 | | | | | |
| | | <u>Spot</u> | <u>Ch</u> | <u>Date Range</u> | <u>Description</u> | <u>Start/End Time</u> | <u>Weekdays</u> | <u>Length</u> | <u>Rate</u> | <u>Rtg</u> | <u>Type</u> | | | |
| | | 1 | WEWS | 10/15/12-10/21/12 | M-F 4-5p Dr. OZ | 4-5p | ---ThF---- | :30 | \$900.00 | 0.00 | NM | | | |
| | | 2 | WEWS | 10/15/12-10/21/12 | M-F 4-5p Dr. OZ | 4-5p | ---ThF---- | :30 | (\$1,000.00) | 0.00 | NM | | | |
| | | See MG 9.3 | | | | | | | | | | | | |
| | | 3 | WEWS | 10/15/12-10/21/12 | M-F 4-5p Dr. OZ | 4-5p | ---ThF---- | :30 | \$900.00 | 0.00 | NM | | | |
| | | Ⓜ MG for 9.2 10/19 | | | | | | | | | | | | |
| E 10 | WEWS | 10/18/12 | 10/21/12 | M-F 5-6p News M-F 5-6p News | CM | 5-6p | ---TF-- | :30 | 2 | \$1,200.00 | P-2 | 0.00 NM | 2 | \$2,400.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | |
| Week: | | 10/15/12 | 10/21/12 | ---TF-- | 2 | | \$1,200.00 | | 0.00 | | | | | |
| E 11 | WEWS | 10/18/12 | 10/21/12 | M-F 6-630p News M-F 6-630p News | CM | 6-630p | ---TF-- | :30 | 2 | \$1,800.00 | P-2 | 0.00 NM | 2 | \$3,600.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | |



WEWS

Print Date: 10/22/12

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Contract / Revision **314933** Flight Dates **10/18/12-10/21/12**

Hiatus Dates

Original Date / Revision 10/19/12/ 10/19/12

Order Sep 00:20:00

Advertiser **Ohio House Republican Or** Product **CAMPAIGN HD-7**

Estimate #

| | | | | | | | | | | | | | | Totals | |
|--------|-------|-------------------|-----------------|--|-------|-------------------|---------|-----|-------------|------------|-----|---------------|------|--------|-------------|
| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
| E 11 | WEWS | 10/18/12 | 10/21/12 | M-F 6-630p News M-F 6-630p News | CM | 6-630p | ---TF-- | :30 | 2 | \$1,800.00 | P-2 | 0.00 | NM | 2 | \$3,600.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | | <u>Rating</u> | | | |
| | Week: | 10/15/12 | 10/21/12 | ---TF-- | | 2 | | | \$1,800.00 | | | 0.00 | | | |
| E 12 | WEWS | 10/18/12 | 10/21/12 | M-F 7-730p 7-730p The List | CM | 7-730p | ---TF-- | :30 | 2 | \$1,200.00 | P-2 | 0.00 | NM | 2 | \$2,400.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | | <u>Rating</u> | | | |
| | Week: | 10/15/12 | 10/21/12 | ---TF-- | | 2 | | | \$1,200.00 | | | 0.00 | | | |
| E 13 | WEWS | 10/18/12 | 10/21/12 | M-F 1135p-1202a Nightlir M-F 1135p-1202a Nightlir | CM | 1135p-1207x | ---TF-- | :30 | 2 | \$1,000.00 | P-2 | 0.00 | NM | 2 | \$2,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | | <u>Rating</u> | | | |
| | Week: | 10/15/12 | 10/21/12 | ---TF-- | | 2 | | | \$1,000.00 | | | 0.00 | | | |
| E 14 | WEWS | 10/18/12 | 10/21/12 | SA 12a-1a CSI Miami Late SA CSI Miami Late | CM | 12a-1a | -----S- | :30 | 1 | \$550.00 | P-2 | 0.00 | NM | 1 | \$550.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | | <u>Rating</u> | | | |
| | Week: | 10/15/12 | 10/21/12 | -----S- | | 1 | | | \$550.00 | | | 0.00 | | | |
| E 15 | WEWS | 10/18/12 | 10/21/12 | SU 12a-1a CSI Miami SU CSI Miami | CM | 12-1a | -----S | :30 | 1 | \$550.00 | P-2 | 0.00 | NM | 1 | \$550.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | | <u>Rating</u> | | | |
| | Week: | 10/15/12 | 10/21/12 | -----S | | 1 | | | \$550.00 | | | 0.00 | | | |
| E 16 | WEWS | 10/18/12 | 10/21/12 | NCAA Prime Game NCAA Prime Game | CM | 8-1130p | -----S- | :30 | 1 | \$5,500.00 | P-2 | 0.00 | NM | 1 | \$5,500.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | | <u>Rating</u> | | | |
| | Week: | 10/15/12 | 10/21/12 | -----S- | | 1 | | | \$5,500.00 | | | 0.00 | | | |
| E 17 | WEWS | 10/18/12 | 10/21/12 | SU Kaleidoscope SU Kaleidoscope | CM | 10-1030a | -----S | :30 | 1 | \$175.00 | P-2 | 0.00 | NM | 1 | \$175.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | | <u>Rating</u> | | | |
| | Week: | 10/15/12 | 10/21/12 | -----S | | 1 | | | \$175.00 | | | 0.00 | | | |
| E 18 | WEWS | 10/18/12 | 10/21/12 | SU 6-630p News SU 6-630p News | CM | 6-630p | -----S | :30 | 1 | \$1,600.00 | P-1 | 0.00 | NM | 1 | \$1,600.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | | <u>Rating</u> | | | |
| | Week: | 10/15/12 | 10/21/12 | -----S | | 1 | | | \$1,600.00 | | | 0.00 | | | |
| E 19 | WEWS | 10/18/12 | 10/21/12 | SU 1125p-12a Sports Ext SU 1135p-12a Sports Ext | CM | 1135p-12x | -----S | :30 | 1 | \$650.00 | P-2 | 0.00 | NM | 1 | \$650.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | | <u>Rating</u> | | | |
| | Week: | 10/15/12 | 10/21/12 | -----S | | 1 | | | \$650.00 | | | 0.00 | | | |
| E 20 | WEWS | 10/18/12 | 10/21/12 | M-F GMC 6-7a M-F GMC 6-7a | CM | 6-7a | ---TF-- | :30 | 2 | \$650.00 | P-2 | 0.00 | NM | 2 | \$1,300.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | | <u>Rating</u> | | | |
| | Week: | 10/15/12 | 10/21/12 | ---TF-- | | 2 | | | \$650.00 | | | 0.00 | | | |
| E 21 | WEWS | 10/18/12 | 10/21/12 | SA-SU GMA 8-9a SA-SU GMA 8-9a | CM | 8-9a | -----SS | :30 | 2 | \$900.00 | P-1 | 0.00 | NM | 2 | \$1,800.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | | <u>Rating</u> | | | |
| | Week: | 10/15/12 | 10/21/12 | -----SS | | 2 | | | \$900.00 | | | 0.00 | | | |
| E 22 | WEWS | 10/18/12 | 10/21/12 | M-F 430-5am News M-F 430-5am News | CM | 430-5a | ---TF-- | :30 | 1 | \$400.00 | P-1 | 0.00 | NM | 1 | \$400.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | | <u>Rating</u> | | | |
| | Week: | 10/15/12 | 10/21/12 | ---TF-- | | 1 | | | \$400.00 | | | 0.00 | | | |
| Totals | | | | | | | | | | | | | | 39 | \$45,025.00 |